

in this country are held by golf pros who rarely have time to play competitive golf, but who do outstanding promotional jobs at their clubs.

#### Lessons for Every Member

My suggestion is this: If a nominal fee was added to each member's bill for golf instruction, entitling him to a given number of lessons for the season, it would mean that the golf pro would receive a minimum fee from golf instruction alone, and require him to employ a better staff than he usually has been able to afford in the past. At the same time this would increase the percentage of active golfers, and would result in a more active use of the club by more members. Is it not, therefore, reasonable to assume that the monthly accounts would increase?

There are very few clubs who at first would be willing to operate in this manner, because in most cases the clubs are trying to get by as cheaply as possible. But as George May advertises: "You've got to spend money to make money." You would not, in this case, be spending the club's money, but would be giving the member something for which he joined the club in the first place, and encourage him to take advantage of golf instructions for which he has already paid. Also, you as the Board of Directors will be making every effort to see that the members get their money's worth, besides creating a situation for your help where-by they will work from the heart and pocket-book and not from the clock.

George May has done an outstanding job at the Tam O'Shanter CC, and gives his members as much per dollar spent as at any club I know of. This is particularly noteworthy when it is remembered that he took over the club when it was practically bankrupt, and built it up to where, among other things, it stages the largest tournaments held anywhere. This was all done by careful planning, and by spending money to make money. But even George at his club with an outstanding pro instructor, Bill Gordon, has a multitude of high handicap golfers who can't be considered fixed assets.

No doubt most of you read the financial pages of the newspapers from day to day, and have learned that competition is again here in the business world. Don't think for one moment that your club won't have stiff competition with other restaurants and places of entertainment, and with other sports. While one sport

will advertise for your member to be a spectator, another will appeal to him to participate, and they will spend thousands of dollars in an effort to get him to patronize them. The golf industry must be right in the middle of this group, getting more people to play and to use its facilities, if it is to meet the tough competition offered by other sports and amusements.

Golf as a business depends on teaching people to acquire a skill that is natural to comparatively few young men and women. In no other sport is the element of instruction as important to the business phase of the sport as it is in golf. And as long as golf clubs continue to allow the lesson situation to be handled in an out-grown manner the clubs will be exposed to abrupt changes of membership and financial condition.

I learned that in switching from club pro jobs to successful operation of golf ranges where I quickly saw that I'd have to develop steady and increasing patronage through instruction or go broke. I didn't go broke by a long way, simply because I applied the same principles of business promotion and increasing customer interest and proficiency that golf clubs should have applied long ago.

#### Iowa Short Course Scheduled at Ames, March 14-16

The Fifteenth annual Iowa Short Course and Conference for greenkeepers is scheduled to meet at Iowa State College at Ames, March 14-16. Speakers for the program will include noted educators including Drs. Fred Grau, Dir., USGA Green Section and O. J. Noer, Milwaukee. A feature of the conference will be a question box at the beginning of each session. A printed list of questions will be compiled in advance from those sent in by greenkeepers prior to the meeting.

Sessions will start at 1:00 pm. Topics will include discussion of the following: fertilizers for fairways, greens and other turf areas; the latest information on fungicide experiments; watering; aeration; machinery; and DDT and other insecticide developments.

H. L. Lantz, Head of Pomology Subsection at State College, handling arrangements for the conference, anticipates an attendance of more than 150 from six states. Inquiries concerning meeting and sessions should be forwarded to him.